

Digital First Assessment: mid-Beta

Ministry: MGCS

Digital product/ service: DA-690, **ServiceOntario Driver and Vehicle**

Conversational IVR

The objective of the Beta phase is to build a working version of the service based on your alpha prototypes.

In beta, your team would:

- maintain a prioritized list of the user stories that have already been researched
- build a minimum viable product that can be used by the public in a live production environment
- continuously test the service with users to collect feedback and discover helpful insights
- test the MVP for accessibility and use assistive technologies like screen readers with users in your live environment
- measure the service against key performance indicators
- release updates to patch the service
- release updates to improve the service, implementing new features in response to user feedback
- resolve any remaining technical or process-related challenges

By the end of beta, you are expected to have:

- a fully functional version of the service that adequately meets user needs in the live environment
- a list of major bugs and usability issues that have been identified and fixed
- a backlog of features to investigate with users and complete in order to improve the service

Our services are of fundamental importance to people's everyday experiences, livelihoods, and health. The goal of the Digital First Assessment (DFA) is to help ministry teams develop services in alignment with the Digital Service Standard. Together, we create the conditions where simpler, faster, better government can become a reality. For more information on the DFA process check out our intranet page: [Ontario.ca/DigitalAssessments](https://ontario.ca/DigitalAssessments).

Your answers to the questions below will help our panel of assessors determine where your team may benefit from ODS supports. If you don't have an answer or your team hasn't completed some of the work we've referenced, that's ok! Just let us know how you plan to incorporate it in the future. Your honest responses in plain/ conversational language allow us to better understand your challenges and help us identify creative ways to support your work.

The Assessment has questions under the following sections:

1. [Understand users and their needs](#)
2. [Establish the right team](#)
3. [Be consistent](#)
4. [Design the service from start to finish](#)
5. [Ensure users succeed the first time](#)
6. [Test the end-to-end service](#)
7. [Make it accessible](#)
8. [Be agile and user-centred](#)
9. [Use open standards and common platforms](#)
10. [Embed privacy and security by design](#)
11. [Support those who need it](#)
12. [Measure performance](#)
13. [Be a good data steward](#)

The Assessment

Note: If you would like to share artifacts to demonstrate your work, please share these documents as email attachments to your submission email. (NOT as hyperlinks from your phase form).

Previous DFA (if any)

Has this initiative been through a Digital First Assessment before? **Yes - the last assessment note November 30, 2022, with results of 9 out of 11 items met and determined that a Mid-Beta report would be submitted next. The team has been working closely with ServiceOntario, with focus on the recommendations for content, design the service from start to finish, and measure performance.**

- **The focus** of this has been work on **Content, with functionality, research, approvals** and tapping into that process with CMI and MPBS Comms.
- The team has been working to **create the technology to enable Conversational IVR capability with AWS**
- There has been progress since November with **recent research, establishing Change Management & Implementation in Customer Care with the project and operational responsibility** of the go forward team with ServiceOntario,
 - **CMI is leading the approval process of content, any further development** and organizational readiness with the support of DEEP
 - **ACOE** consulted – No testing required
 - **Privacy** consulted – No PIA required

If yes, please list the key recommendations/ considerations from the last assessment note below and how these were actioned.

Key recommendations/ considerations from the last DFA (list each recommendation below, add more rows as needed)

General ODS DFA Feedback

1. Focus on **content design and information accuracy across all platforms including, web pages, webchat, and CIVR.** Develop a plan to ensure content is being regularly and simultaneously updated on all platforms. Connect with ODS Content Chapter and attend drop-in-sessions to get guidance on content design.

Kyle – Carolyn - Chuck

Actions your team took in response to the key recommendations/ considerations

1. Since the last DFA, Content has had a **strong focus**; taking an iterative design approach, from building conversational content, designing the questions with key phrases and responses, and tuning.

Iterative Design (GSiC)

Top 10 are prioritized based on how often they are accessed by users.

For example, users select the option for "replace" in the plan and with the menu 1.

Repeat for the next group of top 10.

Today's CIVR script is reviewed. What questions does it answer? Questions are grouped into intents as we move into design.

What if a corresponding web channel (for a top 10)? Does the content align? Are the questions answered on the platform that any one part of today's CIVR and should we add them?

Is there a script that needs to be updated on the web page to map over the user experience?

Does the content align with the intent and adding web 1 (testing).

CIVR Building Conversational Content (GSiC)

Callers expect to be understood and get the right responses to their questions.

Discovery

Answer: What are the most common simple questions that people ask across the channels?

- Use the SWAT group to establish common questions
- Web – Google analytics for common searches – noting questions and words used
- Call centre – list to calls for questions and answers
- Comms – "Contact us" pages – Top pages for hot topics
- Comms – Social Media Reports and Analysis
- Agent tracking – DNV public and hotline
- Agent survey and workshop to determine questions and language

Chatbot questions analysis

Create Flows & Content

Plan the experience along with content.

- **Define scenarios and topics to create experience flows**
 - Think about the impact the information has on the public and their needs
- **Plan out the intents and questions**
 - Hold workshops
 - Include the variations
- **Plan the responses**
 - Use discovery findings and chatbot learning for the answers
 - Review published content for wording
 - Why do people respond "no" to answers and how can we do better
 - Follow the style guides, web content design, and CIVR design outlined in this document
 - Use Hunkleway to ensure sentence structure and grade level of 6 or 7

Align & Test

The content, both questions and responses need to work with the system, and with public, and align to other channels in both English and French.

- **Review with SWAT** and across the business for alignment and accuracy
- **Testing**
 - User testing with team function
 - Internal User acceptance testing for function and quality
 - Research and content testing public
 - Approval with communications and policy
 - Translate to French and upload to the bot, test again.

CIVR Content - Questions and Responses (GSiC)

Questions

- Questions are in the form of a sentence
 - Not one word only
 - Not only keywords
- Be specific with the question:
 - How do I renew my driver's license?
 - How do I change my address online?
 - What are the requirements for a photo card?
- Format correctly to ensure it is properly imported to the CIVR, or it may generate errors.
 - Use punctuation at the end of the question or sentence – even fragments.
 - Do not use slashes – written out as you intend it to be programmed (slashes are OK in responses).
 - URL can be used in an answer – no slashes and periods signal it is ok to target – use "dot".
- "What is the cost" question applies to many topics may need an "echo back" when tuning.

Responses

- Keep responses short (30 sec) and relevant – offer the most important information first. Caller needs before business.
- Inform callers – how they can respond or what actions they can take.
- Callers can interrupt or ask for help at any time – response should reorient them to their current context within the application.
 - Confirm the topic area – "echo back"
 - "OK, looking at renewal status."
 - Topics can share the same "echo back" phrase
 - Simple responses:
 - "Before your 80th birthday, you will receive a renewal application form and a letter in the mail and you will need to attend a renewal session..."
 - Guiding follow-up response
 - "If you want to learn about what to bring to a renewal session, just ask"
 - End each of the CIVR's turns with a question, prompt or Call to Action.

Capture

Document: Question ID, with correct format: DV_FVPermit_Replace_Cost

Topics: DV_FVPermit_Replace

Conversation Model: A

Questions: the utterances, questions that the user will say to return the response.

Answer: the answer/response.

Tuning CIVR Content (GSiC)

Tuning answers using the content designer

Full Text Search – AWS CIVR system works to match a caller's question against the list of questions and answers stored in Amazon OpenSearch Service.

A confidence score is created for the best match for the question asked from the full text search.

- Words that are used infrequently score higher than words that are used often.
- Keywords/filters are applied, used are matched to the question with preference to the same words, used in the same order.
- Sentence constructs such as prepositions have lower weighting than unique keywords.
- Confidence at or over threshold set – has the greater the probability that the best match is the most relevant and it will be chosen.

Callers may ask questions in ways that you haven't anticipated.

- May result in unexpected answers being returned.
- When this happens, you can use the content designer to troubleshoot and fix the problem.

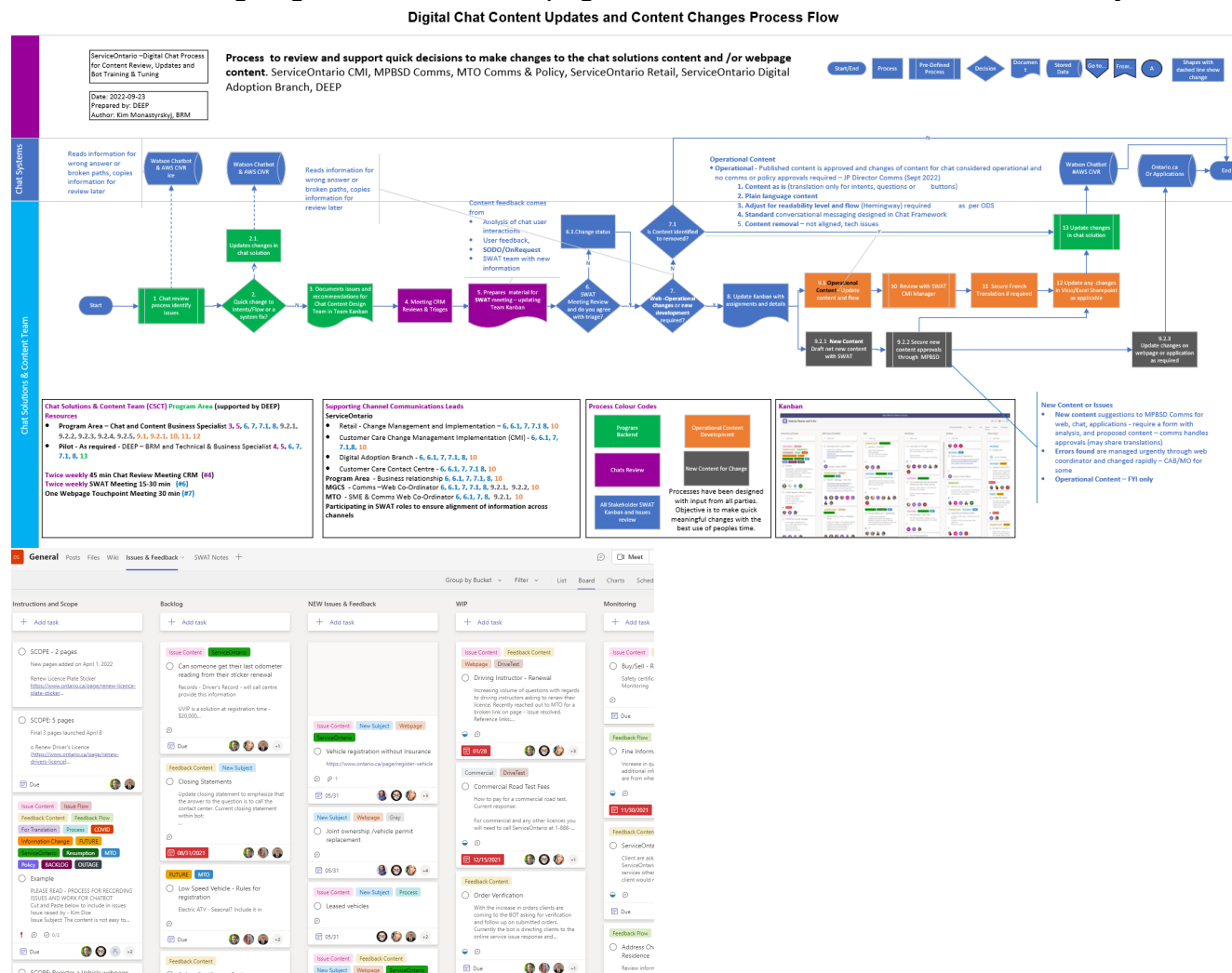
More AWS information and tools

- [Tuning, Testing, Troubleshooting](#)
- [Tuning, Automatic SR](#)
- [Tuning, Questions](#)
- [Monitoring, usage and feedback](#)
- [Tuning, Accuracy](#)
- [AWS Glossary](#)

The approvals process is supported the conversation review, the SWAT process with internal SO teams, and web and social media with MPBSD Comms, MTO comms, MTO Drive Test, SO applications to ensure content aligns and is updated in a timely way. This process was developed as part of the chatbot solution and has been running for 1yr 9 months.

- **Issues** are captured, assigned, and resolved for new answers, backlogs, content and language, - in Kanban Microsoft Planner

- **Operationally placed** with the team that works communicating the messages internally and aligning externally
- **CIVR** answers the public questions as part ServiceOntario Customer Care, guidance of, and ongoing review of the webpages is a team effort to ensure consistency



The **ODS training** has been taken by a couple of the team and we had the opportunity to discuss if there is **specific advice for chat**.

- Same advice as for Webpages

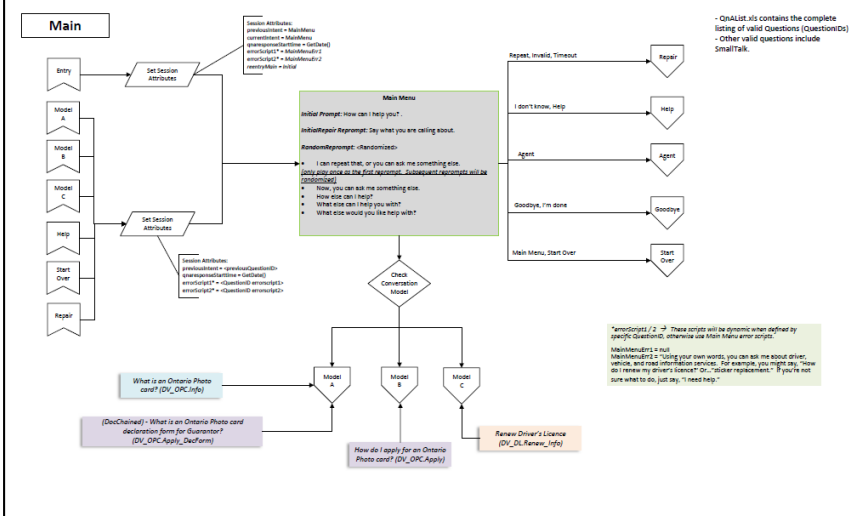
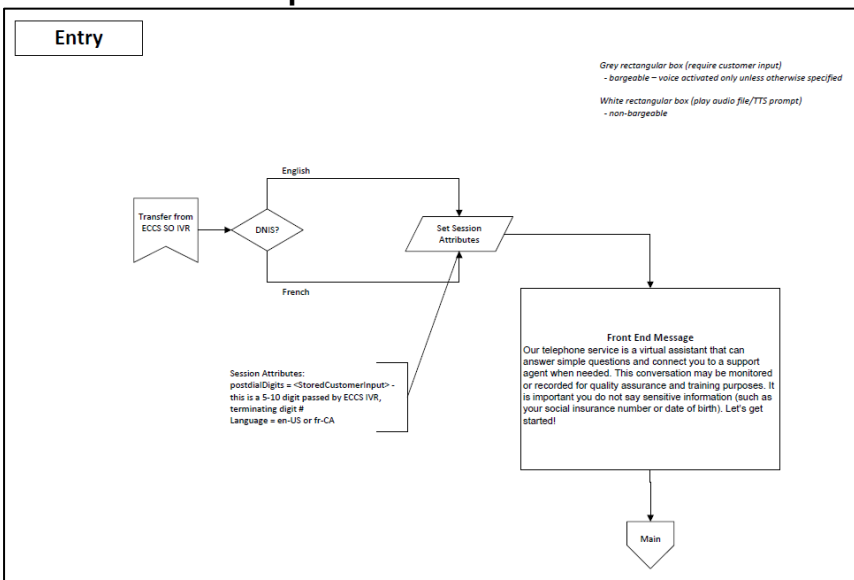
- Use style guide and Hemingway
- **Content** has been developed based on **listening to 800 calls, user research, published content, and as an MVP and will be updated once live - based on use**

General ODS DFA Feedback

2. Develop conversational flow diagrams which help to visualize user interaction with the system to **decide next steps on the process.**

Carolyn - Tim

2. The flows are depicted in a PDF Submitted for this DFA



General ODS DFA Feedback

3. Conduct **qualitative research** to better **understand user needs, motivations and frustrations.**

- Keywords or phrases
- What success means to end users (connecting to an agent, or being added to the queue etc.)
- Users that are adversely impacted by the current process and how CIVR can address those cases

Kyle & Tim

3. Research has been conducted helping to create a mental model and has truly helped the team better understand user needs, motivations and frustrations.

Customer Experience Office – Online Experience

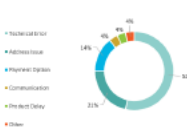
Complicated
Frustrated
Disappointed
Not User-Friendly
Inefficient
Waste of time

- Review of the Customer Experience Office (CEO) complaints for the online services* indicate that users are frustrated with the online experience
- Analysis of the nature of complaints show that an overwhelming number of users experience technical issues when completing a transaction online

Customer Frustrations

- 61% of the complaints are related to **renewing a vehicle sticker** (Q11); 11% are related to Driver's Licences (Q2); 2% are related to registering a vehicle (Q3) and 12% are related to other issues
- 54% of complaints are **technical errors** experienced by a customer when trying to **renew a sticker** which results in them being **double-charged**
- 21% of complaints are about users experiencing issues **entering their addresses** when completing a transaction
- 14% of complaints are related to the **limitations of payment options** (e.g. include debit option; more financial institutions)

Complaint Types Related to Vehicle Sticker Renewal



*Note: 46 complaints received for the time period April 2019 to July 2020. 41

We listened to over 800 calls**People with disabilities**

- How do I get an accessible parking permit (APPT)?
- My APPT expired but I did not get a renewal
- How do I get a photo card?
- How do I renew my photo card?

Licensed drivers

- I want to renew my driver's licence
- I want pay fines
- I lost my licence
- I need a renewal notice. What do I do?
- How do I get my suspended licence reinstated?

Vehicle owners

- I lost my licence plate and need to replace
- I need to replace my ownership
- I need to replace my permit
- I need to replace my sticker
- I want to transfer my car to a family member

We learned:

28 % of calls required look-ups by agents and cannot be self-served.

Top questions:

- Delivery issues
- Online transactions (e.g. Payment issues, errors, didn't receive confirmation)

- DL history/abstract
- Appointment booking

User survey indicated:

Respondents want a friendly, nurturing, knowledgeable virtual agent where there is open conversation with single audio prompts

(GSIC)

63 ConversationalVR

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IVR Survey Summary- Interview Results

Top Insight	Insight Consideration	Audience Insight	Audience Consideration
Current IVR and/or web content combined with a friendly "digital voice agent" is adequate for the CIVR prototype/MVP.	Some work will be required in creating additional System focused content scripts.	Generally callers have lower expectations on the useful qualities of an IVR system and appreciate a friendly informative agent.	The survey has a small audience size. Questions that didn't showcase a clear direction should be re-tested with wider audience.
Insights from the MVP would guide the design of a larger more complete system.	There may be an opportunity to improve (or create additional) scripts as users engage with the Conversational IVR prototype / MVP.	The Conversational IVR prototype / MVP should have a method of tracking and improving the experience.	It is possible to include some of these types of questions in the prototype / MVP.

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Executive Summary– Online Survey

After receiving 41 survey responses to the Microsoft Forms survey, the following high level insights have been identified.

Themes provide are based on the survey data.

- Information provided (via phone agent) should be delivered in a friendly tone, with the opportunity to follow-up with additional questions
- A single response using existing (the existing) IVR/Web content was preferred over creating a new multi-prompt responses
- There was no clear preference in the personality of a phone support voice entity; the least preferred option was one that sounded direct and formal
- Multiple write-in responses contrasted that call messages were generally too long, but could be considered a reference to the IVR experience in total.

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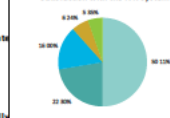
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Survey-#1358 IVR users touchtone responses

Survey Findings

- Conducted on the DVPI phones from Feb86 March 8th
- Dedicated survey for the IVR with 3 question
- 446 surveys offered with a normal response rate of 33%
- For questions related to the IVR
 - 1358 responses to question satisfaction
 - 1329 responses to question ease
 - 1097 responses to question 13 (verbal) 991 valid
- Note the responses from callers were generally positive using touchtone feedback method
- Top two box positive results
 - 72.42% how satisfied were you overall with the automated system before you were transferred to an agent?
 - 72.48% how easy was it for you to find the information you were looking for from the automated system before being transferred to an agent?
- 46% of the verbal responses were about the IVR

Satisfaction with the IVR system



Ease of finding information in the IVR



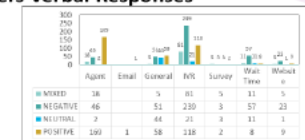
Survey Questions (GSIC)

- Conducted on the DVPI phones from Feb 16th to March 8th
- On a scale of 1 to 5 where 1 means strongly disagree and 5 means strongly agree, how easy was it for you to find the information you were looking for from the automated system before being transferred to an agent?
- What's the most important reason for your score to the previous question? If you will have an opportunity to leave a recorded message up to 60 seconds to After the tone, please speak clearly in a press pound when you are finished. A reminder please do not include any personal information that would identify you or someone else in your feedback. Any information provided will be used anonymously for analysis purposes and will not result in a call back to you
- Is there anything...relevant to your experience calling into a government contact centre?

We reviewed #991 IVR users Verbal Responses

Results

- While 72% satisfied with ease of finding information – 1358 responses
- The IVR did not fare as well as we learned from the 991 verbal responses
- 46% of responses were about the IVR
- Overall of the 991 about the IVR- 12% were positive and 24 % was negative with another 8% mixed
- 24% of responses were about the agent
- Overall of the 991 about the agent - 17% were positive and 5 % was negative with another 2% mixed
- Themes
 - General dissatisfaction with the broadcast message length (could related?)
 - Used with multiple broadcast messages before reaching main menu
 - Multiple levels of information
 - Option not available (e.g., what to do if damaged sticker, lost license, expired license, booking appointment, cancel personalized license plate)
 - Zero out option not clearly specified
 - Hearing impaired – hard to understand



Insights

- Generally, people interactions are seen more favorably than technology
- In this case agents can offer more personal information
- Since this will remain the case with CIVR we expect to see this trend to continue
- Themes support CIVR concept and with some attention to broadcast messages required
- Future improvements
 - CIVR decreases the number of levels/loops, providing quicker access to information
 - Provides more and specific information answering more of the public's questions
 - Voice will humanize the experience and speak in simpler language
- Expected results
 - More informed callers when speaking to an agent – shorter calls
 - More self-serve callers – less call to agent?
 - Less negative feedback about the IVR overall – improve overall CSAT
 - More information 24/7, faster experience

Contact Centre Survey Analysis –Calls

- The following insights from the survey may tell us how webchat can help resolve some of these issues

Other Top Questions Received



Of the top complaints...

- 36% are related to long wait times to speak to an agent
- 20% are delays in transactions or receiving products days have passed and I have not received my sticker renewal. When is it arriving? Why can't I check the status of my file/product online?
- 18% are categorized as Other/Why can't I obtain my abstract or test results? Why wasn't I notified?



Contact Centre Survey Analysis –Calls (cont'd)

- The following insights from the survey may tell us how webchat can help resolve some of these issues

Feedback Received From Ontario.ca Website



When asked about potential solutions to improve caller experience...

- 22% suggest new process improvement/Change IVR so that callers get an update on wait times. Introduce a ticket number instead of looking by caller's name. Greater transparency to clients on timing of products.
- 20% suggest improvements to the Ontario.ca website/live chat function for agents to answer quick questions. More communication on COVID-19 updates re closed offices/office hours processing times.

Note: 25% of responses were a call to action to improve.



CIVR User Research– Callers prefer the CIVR over the IVR (GSIC)

Recognized that if they had general question CIVR would be helpful and successful in providing a quick answer knowing they always connect to support agent if needed.	Anticipated that they would provide answers to their questions but then it would direct them to online resources or a human agent to provide more information on their question.
When the participants spoke keywords clearly and did not have background noise most of the time the CIVR was able to answer the question on the first try.	When calling most participants stated they would be able to talk to an actual human ASAP and not need to navigate through a traditional IVR.
Reported that IVR systems were easier to navigate for those who had IVR experience most had negative experience with IVR systems.	CIVR was preferred over IVR. CIVR eliminates the need to navigate through all the buttons only if users are able to communicate their clearly.
With CIVR they could just speak out the keywords related to their question.	Agreed that the initial information provided for general questions was helpful enough and the amount of information given would sufficiently help them with next steps for their issue.
Keywords like "cost of accessible/disability/handicap parking permit" were successful in getting an answer.	The keywords "accessibility" & "handicap parking permit" were successful in getting an answer.
Keywords like "selling vehicle/car" successful in getting an answer.	Keywords like "driver's license suspended" or "driver's license expired" were successful in getting an answer.

a. Keywords or phrases

Success was found with in testing and with research with AWS - it understands callers better by using natural language processing, artificial intelligence (AI), and machine learning to understand callers and provide them with the information they

	need quickly with confidence. Example - understood “accessible” parking pass when a participant said “handicapped”. b. What success means to end users (connecting to an agent, or being added to the queue etc.) Success is both the ability to self-serve for information and reach and agent if that is what people want. The MVP provides a far improved access for finding information on the IVR – confirmed in research. We know from data that XX% are listening to the information in the IVR already – information is a 24/7 service. c. Users that are adversely impacted by the current process and how CIVR can address those cases. • Too much thinking listening and remembering currently ~TO~ Asking a question and being understood with a variety of ways to ask. • Navigating many menus, multiple levels, calling again, zero-out ~TO~ Being quickly connected to the answer just by asking for information people want. • Callers using the back button appearing trapped in a maze or continuous loop ~TO~ more conversational and will understand what people are asking through good programming and Keyword use. • Zero out option to agent is not clearly specified ~TO~ CIVR is designed to direct people to the queue for an agent by saying – “agent, representative, CSR...”
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Understand users and their needs

Question	Response
ODS DFA Feedback What the team needs to explore going forward • Assessors understand that the team has large amounts of existing user data to analyse as part of user research, however, that should not replace conducting direct end-user research. Conduct active qualitative research, including card-sorting activities to validate keyword choices and iterations. This will also help the team understand what success means to the end users, what are their expectations from the CIVR and identify any extreme cases of users impacted by the current process. • Analyze the difficulty some users might have in navigating the menu in the current workflow. • Attend a user research drop-in session for help with your user research plan, including recruitment and interview questions.	• This is done through SWAT and gathered Key words from CIVR and the point is that there is a learning curve and the learning engine that AWS has that is much wider than the local information
How have you tested your MVP with real users? How many users have been involved in testing? How often do you	• We have partnered with ODS UX team to test the service from end-to-end: connecting to the IVR, then being handed over to a live agent if required or asked for. • From these user research sessions, we planned to: • Understand user’s thoughts and expectations of the D&V CIVR

conduct usability testing? Kyle	• What are users' expectations for the service? • What are users' overall thoughts on the value of this service? • Would they trust this service? • Evaluate the usability and comprehensibility of the D&V CIVR • How do the users navigate the D&V CIVR? • Does the flow and terminologies match users' mental model? • What would users do when they encounter an error? • Can they find the help function/ do people use it? How would they use it? • Do users understand what to do after they've used the D&V CIVR? • Can users get their questions answered without speaking to an agent? • Usability testing has been done, by both cluster and operational content design - DEEP testers and 3 cycles with Service Ontario over September and October. • Further ODS user research with the CIVR and past experience with the webchat.
Who are the different user groups you tested with and what were their diverse needs? Kyle and Matt and Jerome	Internal user groups Email Survey – DEEP practice and family & friends (41 responses). Analyzing this data was to confirm how / where we could improve the existing IVR content within the CIVR Prototype / MVP system. Demographic details collected from the survey: - 33 / 41 respondents hold an Ontario driver's license - 6 / 41 respondents listed English as NOT being their 1st language - 31 / 41 respondents are between the ages of 30 – 60 years of age - 6 / 41 respondents are over the age of 60. Listen to 800+ callers and IVR Survey – 1400 D & V callers – representative of average Ontario callers UAT DEEP – 472 responses for testing – internal OPS users UAT ServiceOntario - 3 cycles Cycle 2 – 15-20

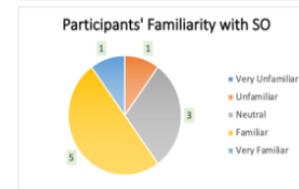
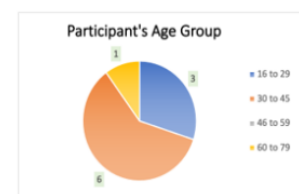
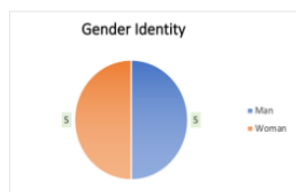
5 bilingual test both French and English

User research groups diverse needs included people who might use to people who would never use and typically have support from family for technology

Methodology

About the Participants

- Participants are from various cities across Ontario, encompassing both Northern and Southern Ontario.
- Most participants are between age 30 to 45 and are familiar with Service Ontario.
- There is an even distribution of men and women.
- No participants reported any disabilities.

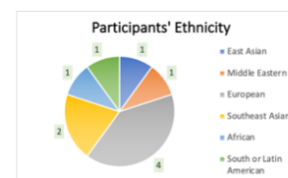


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Methodology

About the Participants

- All participants indicated that they have immediate access to the internet most of the time.
- Almost all participants indicated that they have the skills and confidence needed for most digital tasks. With only one participant indicating that though they can do most, they would prefer help.
- Almost all participants report speaking **English** at home, with one report speaking **Spanish**, and another speaking **Urdu**.
- Participants come from a range of ethnic backgrounds, and most participants have spent a significant amount of time in Canada.



Ontario

What are some of the changes identified as a result of researching with users? What user needs are most

This research looked a learning from real users for design and content Insights from caller surveys #1400, Listening to 800# Calls

- **28 % of calls required look-ups** by agents and cannot be self-served.
- Top questions:**

difficult to meet?

- Delivery issues
- Online transactions (eg. Payment issues, errors, didn't receive confirmation)
- DL history/abstract
- Appointment booking
- **While 72% satisfied with ease of finding information** – 1358 responses
- **Verbal responses** - The IVR did not fare as well as we learned from the 991 valid
 - **46%** of responses were about the **IVR- 12% were positive and 24 % was negative with another 8% mixed**
 - **24%** of responses were about the **agent - 17% were positive and 5 % was negative with another 2% mixed**

Themes

- **General dissatisfaction**
 - **Broadcast message** length (covid related?)
 - **Multiple broadcast messages** before reaching main menu
 - **Multiple levels** of information
- **Option not available** (e.g., what to do if damaged sticker, lost license, expired license, booking appointment, cancel personalized license plate)
- **Zero out option** not clearly specified
- Hearing impaired – might be hard to understand (there is TTY)

The most recent research

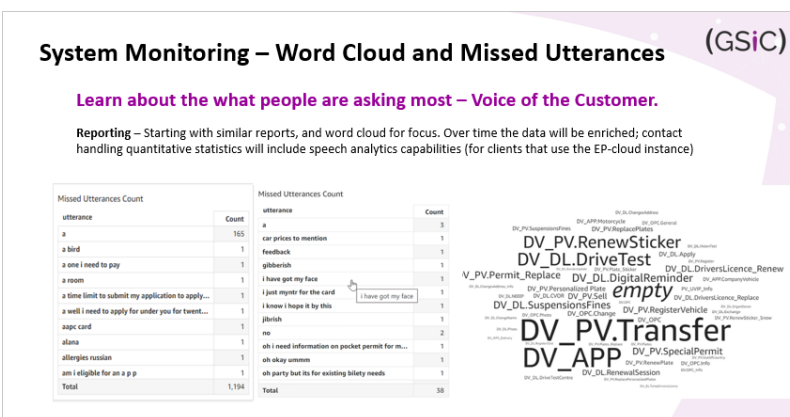
- **We have partnered with ODS to test the service from end-to-end:** dialing in to IVR and connecting with the CIVR - then being handed over to the live agent Queue
- **From our sessions, we confirmed:**
 - **Participants prefer CIVR over IVR.**
 - **Anticipated** that the **system** will **provide answers to their questions**, but then it would direct them to online resources or a human agent that will provide more information on their question.
 - Agreed that **the initial information provided for general questions was helpful enough**, and the amount of information given would sufficiently **help them with next steps for their issue.**

	• Reported that CIVR systems were easier to navigate – for those who had IVR experience, most had negative experience with IVR systems. • Agent Handover: • Recognized that if they had general questions, the CIVR would be helpful and successful in providing a quick answer, knowing they can always connect to a support agent if needed. Influence on design and changes: • CIVR design will eliminate multiple levels of information and people can request and agent just by asking • Content added to CIVR based on information heard on calls and information identified as missing, and what the chatbot currently answers • In pilot system will understand keyword questions based on AWS AI – track utterances for any new keyword questions • Will continue to observe caller behaviour in pilot to match observed behaviour in research; i.e. asked longer questions until they learned to emphasize key words, or repeated CIVR phrases back. • Test if - upfront messaging changes can generate; fewer, simpler words and one question at a time in callers • For personal information/status - directing to status for Driver's Licence tool, and online information with Suspension ID#, currently no tool for Licence plate or card delivery • The Contact Centre project team – review the broadcast message to simplify and shorten – measure and test reaction • Continue to survey to understand improvements and gain feedback • More testing and work on cost and fees • Backlogged ideas for further research • Add “previous” or “next” option for each paragraph for users to navigate through answers at their own pace. • Add a pause feature and “how to pause” instruction message option
What common user flows were tested with users? Kyle & Kim	End-to-end: using the CIVR testing environment to listen and ask questions with the AI chat to assess the experience of being transferred to a live agent from the bot • 3 scenarios using the testing environment with a dial in and move to queue – no live agent

- **Scenario 1 – Suspended licence** - “Your license has been suspended, and you want to figure out what to do next.”
- **Scenario 2 – Selling a used car** - “You’re selling your car and want to know more information about the process. Such as what type of information is needed. You also want to know how much it costs.”
- **Scenario 3 – Accessible parking permit** - “You want to get a parking permit for your parents who have accessibility needs. You’re not sure how to get a permit and want to find out more. You’re also curious if there is an associated cost.”

What data are you collecting to gauge the performance of the solution? Have you noticed any trends based on this data?

- Currently a baseline and a targets have been developed to measure success.
- **See presentation attached on reporting**
- With the rollout the team looks at trends within 2 months of go live.



Establish the right team

Question	Response
ODS DFA Feedback What the team needs to explore going forward Review roles and responsibilities of team members to ensure there are no gaps, and that clear accountability is established. Stakeholders should be consulted, however, the product team should be empowered to make final decisions and have accountability.	For this next phase ServiceOntario was a contributor and has now added resources to the core team - ServiceOntario Sponsor Sr. Manager is Beth Preszcator of Change Management and Implementation, Customer Care with 3 roles on reporting on the core team - ServiceOntario Product Manager 2 team members for chat content design, and organizational processes - ServiceOntario Sr. Manager is Lisa Boffa Contact Centre Modernization and Implementation, Customer Care 2 people for organizational readiness
Does your team continue to be multidisciplinary? Share details of the current expertise and roles on your team. GREY HIGHLIGHT - Worked on the team in the past	The core team includes GSIC, in collaboration with ServiceOntario CMI and Contact centre, with broader project team, partner services, communications, policy, ODS research, measurement and analysis, MTO policy and partner services. The product leadership for the pilot is shared with the technical build lead by Tim Trudeau DEEP and Operational and Content build lead by Jerome Song of ServiceOntario Customer Care – Charles Lavigne Driver and Vehicle Conversational IVR Technology creation was led by DEEP Project/Product Manager – Tim Trudeau I&IT Lead Technology Specialist - Annie Perez Service Designer/I&IT Lead Technology Specialist - Carolyn Luney I&IT Lead Technology Specialist - Charith Senaratne I&IT Technology Specialist Co-op – Diwakar Singh Content Design/Accessibility - Kyle Kwan Content Designer/User Research - Lyn Lim Service Designer - Julie Buelow Service Designer & Project support – Kim Monastyrskyj Business Relationship Manager – Sharon Diaz Sr. Data Analyst/ User Researcher - Anitha Robert Business Analyst - Collin Brown QA Specialist - Matthew Hayvren

- **QA Analyst** – Gleb Khoroujik
- **QA Tester** - Julia Galeotalanza
- **QA Tester** – Esha Sarfraz
- **QA Tester** – Parneet Lubana

The core team from ServiceOntario are from CMI – leading the plan for the day to day for readiness, ongoing process for building the conversational content and approval, with the support, guidance from DEEP

- **Lead Sponsor Manager** Beth Preszcator
- **Product Manager** Jerome Song,
- **Content Designer** Charles Lavigne
- **Content support** Nancy Lajeunesse
- **Contact Centre** Malaika Christie
- **Contact Centre** Neal Mendes

Executive

- **Executive Sponsor** - Nelson Loureiro, ADM, Customer Care, SO
- **Governance** - Manish Agarwal, CIO, GSIC
- **Product Sponsor** - Olga Bakonyi, Head, DEEP, GSIC
- **Director Contact Centre, Customer Care** - Mary Ben-Hammoud

MTO SMEs

- **Sr. Policy Advisor, Driver Program Development** - Keith Madill
- **Sr. Policy Advisor, Driver Program Development** - Arthur Legardo
- **Policy Team Lead, Vehicle Program Development** - Bob Rajhan
- **Sr. Policy Advisor, Vehicle Program Development** - Andrew O'Connor
- **Manager, Program Standards, Licensing, Permits and Support Office** - Melody McClelland
- **Manager, Licensing, Permits and Support Office** - Jennifer Elliott
- **Team Leader, Contract & Oversight Management Office** - Julia Scorcio
- **Business Advisor, Contract & Oversight Management Office** - Maryanne Cirillo
- **Service Designer – Digital Garage** - Vergel Evans

MPBSD & ServiceOntario SMEs

	• Communications • Praveen Senthinathan, Ashleigh Cocuzzi and Derek Kinley • Contact Centre Services • Alessia Vaughan, Chuck Jane, Rover Okumura, Lisa Boffa • Change Management Implementation • Sarah Loveridge and Trish Lewis • Reporting & Information Management - Carine Chartier • Privacy - Peter-Hope Tindall, Head Privacy MPBSD • Business Training Unit - Stephanie Guillen ODS SMEs – have been engaged for research • Senior Service Design Specialist - Dana Patton • Senior UX Designer - MJ Singh • Experience Design Co-op - Emily Yan • The project balanced what can be delivered with the knowledge, time and funding we have, working with the support of our technical vendors and internal developers, testers, stakeholders and research – to deliver an MVP to pilot. • Decisions were based on the developed web chat framework, guidance from ODS, response from the public and team input • There has been ongoing research and partnership with DEEP and ODS to determine what the public expects and needs. • Leadership and Operational Management for this digital solution, including content development and approvals, is housed in the sponsoring ADM's area in ServiceOntario, and will have pilot partnership support from DEEP • Worked with the enterprise design standard, technology and learning from other chat services to create the technology platform for CIVR on the enterprise platform
Who is involved with building the service? Who is involved with testing	• DEEP has an enterprise responsibility for chat solutions to the public using the enterprise platform. • This CIVR is in partnership with the business offering the service - ServiceOntario • Currently there are IVRs, transactional IVRs,

the service?	- DEEP has a testing team with an onsite lab, we have submitted the testing plan previously. - Currently Usability testing is being created for Live Chat and will involve all the partners involved - User Research completed May 2022 – has tested with 11 people from the public and we have been offered some advice to consider
Tell us about your product manager or project lead's autonomy with regards to rescoping and changing the direction based on user feedback?	DEEP Product Manager – Tim Trudeau Digital Enterprise Engagement Practice Has autonomy and has worked with the team to scope and rescope as required to launch the MVP – will continue in partnership with ServiceOntario - Sits on regular planning and project team meetings to inform them of how the team is proceeding – IT implementation planning - DEEP is refreshing along with the Ministry and GSIC on how we approach our work as a practice - DEEP has: - Recently hired developers and data professionals to fill in gaps - Is training on Human Centred Design and Lean - Establishing its strategy and approach to product management - GSIC PM training ServiceOntario Customer Care Product Manager – Jerome Song Working in collaboration with DEEP – leading ServiceOntario: - project process and change management Autonomy with - ensuring content approvals process and approvals are in place for rapid change - operational readiness, - UAT testing planning and conduct - Communications and MO updates - Planning show and tells - Reporting and Measurement with RIM and BI - This digital product is new and may be repositioned in customer care with new director hiring

	As a Ministry - word from DM of MPBSD - Renu Kulendran September 19th <i>“While we know we’ve sharpened our focus on digital service delivery excellence, we’re still finalizing what this means for broader organizational realignment. We should have those details within the next few weeks and, as our organization continues to evolve, we will be sure to communicate regularly with you about what the changes are and what they mean for you.”</i>
Who is the executive sponsor? How do you brief them, e.g., show and tells, briefing notes, presentation?	ADM of Customer Care ADM Nelson Loureiro. • DEEP held several show and tells to MTO & ServiceOntario partnership meetings – GOC (October, April, June) • Leadership meetings with directors and ADM - regular • Planning meetings with Customer Care leadership for prioritizing projects • Project meetings and workshops held with representatives from policy, privacy, TRA and MTO and MPBSD • Regular Weekly core team updates • Show and tells for ServiceOntario leadership, DEEP Practice and All Staff @ GSIC

Be consistent

Question	Response
What the team needs to explore going forward - Knowing the inconsistency that already exists in the system, the team is encouraged to look into setting up periodic touch points between different SO teams to maintain consistency as a day to day operational item rather than one time exercise. - It is understandable that with the implementation of CIVR, more information could be provided to the user. As the gatekeeper of information, CCMB needs to ensure that the information provided to the user is strategic and only essential. - The product owner and product manager from CCMB should hold the pen on what goes inside the CIVR for the public consumption. The ministry partner's involvement should be on the information accuracy basis whereas the development of content would still be done internally by the product team through their in-house content specialist. - Attend Content Design drop-in sessions to get guidance on content design.	SWAT as outlined in several answers has worked to improve the consistency with regular meetings, Kanban, and collaboration on content To start with this takes much collaboration – There will be regular meetings, reporting will be used to watch the flow of calls and users - DEEP will manage the input in this MVP as they continue to work with the system - ServiceOntario approves the content and works with DEEP to implement
Demonstrate how the service has used the Ontario design standards. Does your MVP use the Design System? Carolyn	DEEP is the provider of enterprise voice and chat solutions ensuring consistency of applications - DEEP (CCMB) has been working with the ODS for over 2 years developing chat solutions framework and influencing the enterprise design standard for all Chat There is no change to how the phone number is published on the ServiceOntario Driver and Vehicle webpage - "Contact Us" pages on Ontario.ca. DEEP is the design authority for the Engagement Platform, including voice applications - standard messages and language are used from design standards where possible - We expect there to be ongoing learning with this technology upgrade and we will continue to bring the understanding of caller needs as a priority Current examples used: - Repair paths - Voice applications
Does your service use Ontario.ca as the main entry point?	Ontario.ca publishes the phone number for in "Contact Us".

Show how you've applied [Ontario.ca content standards](#) to maintain the tone and voice of government content.

- The scope of this project has been limited to Driver and Vehicle Services, using published information from webpages, social media, News Releases, and how contact centre agents reply
- All these sources follow the content standards for Ontario.ca
- Response information has been adjusted as per the content design requirement of the AWS CIVR

CIVR Content - Questions and Responses

(GSiC)

Questions

- **Questions are in the form of a sentence**
 - Not one-word only
 - Not only Keywords
- **Be specific with the question:**
 - How do I renew my driver's licence?
 - How do I change my address online?
 - What are the requirements for a photo card?
- **Format correctly** to ensure it is properly imported to the CIVR, or it may generate errors.
 - Use **punctuation** at the end of the question or sentence – even fragments.
 - Do not use **slashes** - written out as you intend it to be programed (slashes are OK in responses).
 - **URL can be useful in an answer** – no dashes and periods signal it is ok to barge – use "dot".
- **"What is the cost" question** applies to many topics may need an 'echo back' when tuning.

Responses

- **Keep responses short** (30 sec) and relevant - offer the most important information first. Caller needs before business.
- **Inform callers** - how they can respond or what actions they can take.
- **Callers can interrupt** or ask for **help at any time** – response should reorient them to their current context within the application.
- **Confirm the topic area – 'echo back'**
 - "Ok, booking a renewal session."
 - Topics can share the same "echo back" phrase
- **Simple responses:**
 - "Before your 80th birthday, you will receive a renewal application form and a letter in the mail and you will need to attend a renewal session....."
- **Guiding follow-up response**
 - "If you want to learn about what to bring to a renewal session, just ask"
 - End each of the CIVR's turns with a question, prompt or Call to Action.

Capture

Document:
 -Question ID, with correct format.
 DV_PV.Permit_Replace_Cost
Topic:
 DV_PV.Permit_Replace
Conversation Model: A
Questions: the utterances, questions that the user will say to return the response.
Answer: the answer/response.

26 Presentation Name

GovTechON
Government Information Technology Ontario

Ontario

CIVR Response Content Models

(GSiC)

Model A

- Use **Model A** for simple answers.
- Response that is a reasonable length (about 30 seconds).
- **90% of the answers** found should be simple.
- **Cannot barge-in** during first sentence of the response – same if only sentence.
- **Adjusts for the caller's environment** - noisy restaurant vs a quiet house.
- **Create a natural transition** using words like "okay" and "alright" and "sure".

Model B

- Use **model B** for guiding follow-up - when there is a related piece of info that callers may want to hear.
- **Use the sparingly.**
 - If used too much it could create a confusing/repetitive user experience.
 - Questions that aren't too closely related to each other (plate sticker, renew DL)
- **Offer an idea of what they might say next.**
- **Caller is returned to the "main menu"** after the answer, where they are prompted again (e.g., You can ask me something else)
 - **Caller can** answer guided prompt or or they can ask something else.

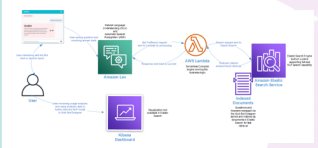
Model C – beyond MVP

- Use **model C** to ask a clarifying question before proceeding to the answer.
- **When using this model**, the response should be linked model A or B - not another model C.
- Caller is returned to the "main menu" after the answer
- **In development stage.**
 - Model C's use a mini lex bot and requires a developer, in addition to the base functionality of the QnABot/AC.
 - Caller enters a model C, they are expected to say one of the accepted utterances (e.g., online or in-person).
 - By default, they can also say agent or start over to exit the model C.

27 Presentation Name

GovTechON
Government Information Technology Ontario

Ontario

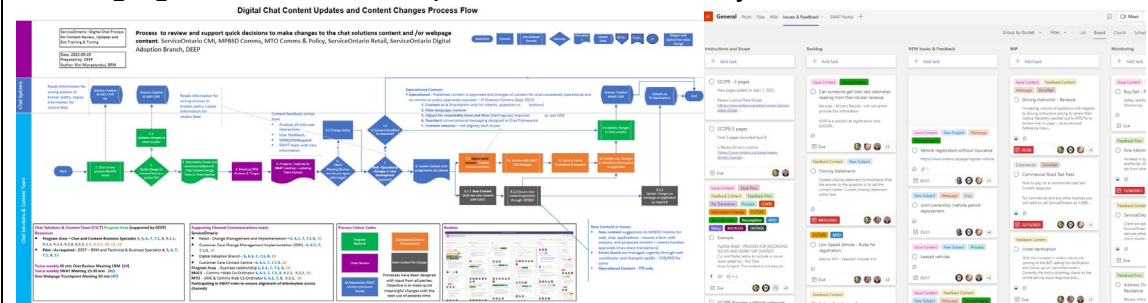
	Tuning CIVR Content Tuning answers using the content designer Full Text Search - AWS CIVR system works to match a caller's question against the list of questions and answers stored in Amazon OpenSearch Service. A confidence score - is created for the best match for the question asked from the full text search. - Words that are used infrequently score higher than words that are used often. - Keywords filters are applied, used are matched to the question with preference to the same words, used in the same order. - Sentence constructs such as prepositions have lower weighting than unique keywords. Confidence at or over threshold set - has the greater the probability that the best match is the most relevant and it will be chosen. Callers may ask questions in ways that you haven't anticipated. - May resulting in unexpected answers being returned. - When this happens, you can use the content designer to troubleshoot and fix the problem.  More AWS information and tools Tuning Testing Troubleshooting Tuning Automatic SR Testing Questions Monitoring usage and feedback Tuning Accuracy AWS Glossary
Show how you've created a consistent experience across all channels.	CIVR answers the public questions as part ServiceOntario Customer Care, guidance of, and ongoing review of the webpages is a team effort to ensure consistency - The development of an enterprise framework for Chat solutions done in partnership with the ODS - All Public Chat Solutions are to be delivered through DEEPs Engagement Platform, and use the design standards - Created to ensure consistency across all channels and partners - The process for issues and content updates was established and used for the pilot with chatbot – updates made for both chat products Improvements have been made with ease of change – ServiceOntario manages content as follows: Operational Content Operational - Published content is approved and changes of content for chat considered operational and no comms or policy approvals required – JP Director Comms (Sept 2022) Content as is (translation only for intents, questions or buttons) Plain language content Adjust for readability level and flow (Hemingway) required as per ODS Standard conversational messaging designed in Chat Framework

5. Content removal – not aligned, tech issues

New Content or Issues

- **New content MPBSD Comms - web, chat, applications –**
 - require a form with analysis, and proposed content – comms handles approvals (may share translations)
 - includes **suggestions based on “voice of the customer”**
 - goal for the public to **find the most common answers on the web and in the application first**
- **Errors found are managed urgently** through web coordinator and changed rapidly – CAB/MO for some
- **Operational Content – FYI only**

SWAT for chat promotes the collaboration across channels and between, MTO, ServiceOntario, and MPBSD Communications, GSIC-DEEP to ensure the messaging is the same and updated simultaneously



- **Issues** are captured, assigned, and resolved for new answers, backlogs, content and language,
- **Operationally placed** with the team that works communicating the messages internally and aligning externally

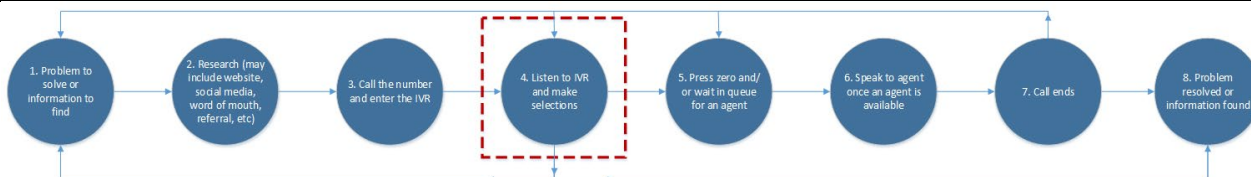
Design the service from start to finish

(In this case 'service' means the full end-to-end experience for the user not just the system or IT portion of the service.)

Question	Response
What the team needs to explore going forward - Have a lean practitioner review the current and proposed workflows for CIVR to ensure an efficient process. Contact the OPS Lean and Continuous Improvement Office for guidance and request support with lean deliverables. Consider having the team also review the OPS Lean Playbook. - Assessors understand that the scope of the project is limited to only one step in the end-to-end user journey, however, the team can develop a roadmap of the product to identify areas of improvement and address the overall customer experience which will ultimately help in the adoption of CIVR.	The CIVR is a recommendation of a Lean Assessment from 2020 that include implementing Live Chat, Chatbot, and CIVR IVR flows and navigational flows were reviewed. IVR Analysis (GSIC) We learned: - Interactive Voice Recording (IVR) data (FY 2019/20) top reasons for calls* and the customer journey 67% of calls were related to Drivers Licenses (DL) plates & vehicles We want to learn: - Where in the IVR message are the zero outs appearing. Driver and Vehicle contact centre assessment (GSIC) What do the numbers say in 2020? Calls for FY2019/20 Dialed - 1.72M call attempts were made to reach MTO services 85% Calls connected - There were 1.47M or 85% heard the Welcome message* to ServiceOntario related MTO services Waiting on CSR - over 1.3M calls annually reached the queues - Of the callers that reached the IVR 88% reached the top level or zeroed out to speak to an agent - did not find what they need or want to only speak to person Hung up or listened to information or both - 0.17M - Of callers that reached the IVR - 12% are hanging up in the IVR - More detail about what happens in the IVR to be determined (IVR navigational report from ECCS vendor CTT) 15% Fast busy - 0.25M (1.72-1.47) - There are 250K or 15% callers that are unable to get through as the queue cannot handle more callers they hear a fast busy signal. What has changed? - Published telephone numbers audited to ensure correct - Comms updated webpage information - Implemented chatbot for D & V on 7 pages - Increased trunk flow 18.5% Q2 22 - Increased agent staffing What are the pressures? - Recovery - outstanding renewals - Stickers - cannot verify if renewed - must call - Delivery times Zero Outs (GSIC) We learned: - Where the highest number of callers are "zeroing out." For example about 45% of callers zero out at the Driver's Licensing Services Menu. - Callers are listening to most of the message before they zero out. We want to learn: - What callers are asking when they zero out so we can design to meet users needs.
What is your plan for soliciting feedback on an ongoing basis? What is your plan for continued support of this service?	Soliciting Feedback Plans are to repeat the survey tools used to set the baseline for customer satisfaction – in the IVR and after agent. - The plan is to do the survey 3 additional times to start Immediately after implementation (to get initial feedback), 3-month mark (this will give us insights into how well the new system has been accepted) and finally at the 6-month mark (this will give us insights on how well the system has settled and also do some trend analysis). - Provided opportunities for the contact center agents to provide any feedback

- The team recognizes there are iterative opportunity for further versions beyond MVP
- **Continued support for this service is as with all enterprise services**
- Plans are for a staged operational implementation based on pilot results
- **DEEP continues to support** with maintenance and support
 - **CCOPs** for issues
 - **Business Relationship Managers** provide support for new projects and are regular contact to support the success

Explain how you have worked to create a seamless end-to-end user experience and how your user testing speaks to your success in this area.



The end-to-end customer journey for an overall contact centre experience is illustrated in the figure below. The steps are:

1. Problem to solve or information to find
2. Research (may include website, social media, word of mouth, referral, etc)
3. Call the number and enter the IVR
4. Listen to IVR and make selections
 - Our project resides in this stage of the journey
 - The customer can exit the system at this stage through:
 - i. Problem resolution through self-service (Go to #8) (ie information provided in the IVR)
 - ii. Information provided in IVR to further customer on their journey. (Go to #1) (ie found information to connect to another organization)
5. Press zero and/or wait in queue for an agent
6. Speak to agent once an agent is available
7. Call ends
 - Customer can be transferred to team, tier (Go to #5), or another contact centre (Go to #4)
8. Problem resolved or information found.

The scope of this project is focused on upgrading the IVR portion of the experience for the client.

- People choose the phone and discover a self-serve option for the information they seek – they only need to ask a question.
- Previously a limited number of topics were found by listening and selecting a number to reach information.
- The information assumed most people want was available in a 5 by 5 structure.

User research set out to test the service from end-to-end: connecting to the IVR, listening to information (or selecting and agent) by asking a question and given the information. They can ask for help or an agent anytime and after 3 tries they will be guided to the agent queue during contact centre hours. CIVR is available 24/7.

People told us they:

Start looking for information

- Primarily with a Google search to find the information and sometimes a phone number
- Some will call before they ever go into a ServiceOntario centre
- In some small centres where they do not anticipate a line and know the people, they may drop in

When calling this number they:

- Will get the number from the ServiceOntario webpage or from the specific webpage “contact us”.
- They assume there is a long wait-time
- There is a route to get to an agent
- They find the “broadcast message” long

From the IVR (From the research sessions)

- **Anticipated** that the **system** will **provide answers to their questions**, but then it would direct them to online resources or a human agent that will provide more information on their question.

	• Agreed that the initial information provided for general questions was helpful enough, and the amount of information given would sufficiently help them with next steps for their issue. • Reported that CIVR systems were easier to navigate – for those who had IVR experience, most had negative experience with IVR systems. • Agent Handover: • Recognized that if they had general questions, the CIVR would be helpful and successful in providing a quick answer, knowing they can always connect to a support agent if needed. Success from research and testing • Participants prefer CIVR over IVR. • The system generally understood the callers • People learned or adapted to how to ask questions very quickly (2nd question) • They said they would use this system
How have you prepared users for parts of the journey that aren't directly incorporated into your service? What do users need to know or do outside of the MVP to complete the task?	• The perception of a long broadcast message is not part of the scope here. • These messages are generally mandated from a strategic lens by Cabinet and Communications • The CCMI team in customer care is aware of this and will review it. • Set expectations • Research confirms callers expect simple • Messaging reinforces privacy in the up front • Offers of Help – to explain how to ask questions • Features • More information customized to what the public wants to know - Extensive work has been done to understand why people are calling and to include that information • Ask for an agent anytime and will be taken to the agent queue • There repair path to press zero to speak to an agent • After trying three times to ask a question, and are not understood or this answer does not exist, callers are taken to the agent queue

	• Directs callers to the best channel for a transaction or assistance – Online first, in-person for registering a vehicle, the agent for specific or complex information, location finder to information on In-person, appointment booking for in-person
What are the policy or program changes that have been or could be made in order to create an end-to-end service? How have you actioned these?	• The CIVR is an upgrade to the IVR and guided by the caller's voice - designed for general information with no need for the caller to explore webpages, or confirm the information on the other channels. Most commonly requested information is there. This is designed to offer more information with easier access. • Result of the lean assessment to empower the caller with earlier and easier access to the information they are seeking • No policy changes required
What are your communication plans for the upcoming public beta launch?	• Communication advises there is no need for a snapshot or media Q&A • It is a very soft launch with a percentage of calls directed through the CIVR to enable the natural flow to be observed and to ensure a manageable service levels

Ensure users succeed the first time

Question	Response
Where in your MVP have you included: • Instructions, explaining who the service is for and how it works? • Helpful tips?	There is upfront messaging that explains the service that answers questions and can take you to an agent • <i>“Our telephone service is a virtual assistant that can answer simple questions and connect you to a support agent when needed. This conversation may be monitored or recorded for quality assurance and training purposes. It is important you do not say sensitive information (such as your social insurance number or date of birth). Let's get started!”</i>

• Contact us or support options? • Error messages? Feel free to share pictures through an email or hyperlink to cloud location.	• <i>“Using your own words, you can ask me about driver, vehicle, and road information services. For example, you might say, “How do I renew my driver’s licence?’ Or” sticker replacement.” If you’re not sure what to do, just say, “I need help.”</i> • <i>“Using your own words, you can ask me about driver, vehicle, and road information services. For example, you might say, “How do I renew my driver’s licence?’ Or...”sticker replacement.” If you’re not sure what to do, just say, “I need help.”</i> Help examples • <i>You can say Help to learn how to navigate the system or ask another question.”</i> • <i>Using your own words, you can ask me about driver, vehicle, and road information services. For example, you might say, “How do I renew my driver’s licence?’ Or...”sticker replacement.” If you’re not sure what to do, just say, “I need help.”</i> • <i>“OK. Before we end our call, did I answer all of your questions?”</i> • <i>“Did I answer all of your questions? You can say Yes, No, or Start Over”</i> Callers can ask for • help anytime • an agent at anytime • the script to repeat • repair path press zero for an agent • trying three times to ask a question, and are not understood or this answer does not exist, callers are taken to the agent queue
How are you capturing user interactions that could not complete the task they set out to complete online? How are you acting on this data?	There are reports to support ongoing improvements • Metrics - Provides data related to the usage of the CIVR. This includes what the CIVR understands the callers are asking, what answers are being provided, and the topics count for select period. • For example, this can provide insight into what specific information customers are looking for from one month to another which can be used to update webpages, and for continuous improvement. most frequently asked questions or missed utterances.

- | | |
|--|--|
| | <ul style="list-style-type: none">• Trace and Missed Utterances – CIVR collect what it understands the callers' actions are while using the CIVR which provides understanding into caller behaviour. Understanding how easy or difficult it is for the callers to navigate the CIVR – if there are many timeouts or max invalids that could indicate the CIVR does not understand what the caller is asking, and they are having difficulty.<ul style="list-style-type: none">• For example, review the Trace report to see where callers are repeatedly asking CIVR to “repeat” the answers which could be an indication that the information presented is not clear or too much information is provided. As a result – specific script(s) should be reviewed and modified accordingly.• CIVR Navigational Report - CIVR initial version of a traditional ice IVR Navigational Report which provides a summary of total times a QuestionID was referenced, hang-ups, timeouts, repeats, requests for agents, etc. for each Question ID. It will also provide total number of callers and average time spent in the CIVR (displayed in seconds)<ul style="list-style-type: none">• As an example the QID ServiceOntario Locations (DV.Locations_Info) from July 1st to Sept 15th was referenced 3 times and with 1 agent request. Analyzing the CIVR Nav report for this QID indicates that the callers are satisfied with the information provided due to the fact there are no invalids, timeouts or max repeats/errors. Generally, the callers are receiving the information they required and had no further questions. |
|--|--|

System Monitoring – Word Cloud and Missed Utterances

(GSiC)

Learn about the what people are asking most – Voice of the Customer.

Reporting – Starting with similar reports, and word cloud for focus. Over time the data will be enriched; contact handling quantitative statistics will include speech analytics capabilities (for clients that use the EP-cloud instance)

Missed Utterances Count		Missed Utterances Count	
utterance	Count	utterance	Count
a	165	a	3
a bird	1	car prices to mention	1
a one i need to pay	1	feedback	1
a room	1	gibberish	1
a time limit to submit my application to apply...	1	i have got my face	1
a well i need to apply for under you for twent...	1	i just myntr for the card	1
sapc card	1	i know i hope it by this	1
alana	1	i have got my face	1
allergies russian	1	no	2
am i eligible for an a p p	1	oh i need information on pocket permit for m...	1
Total	1,194	oh okay ummm	1
		oh party but its for existing bility needs	1
		Total	38



System Measures – Trace Report

(GSiC)

We can trace what people are asking about.

Trace Reporting

- This is a view is available for a requested time period
- Each conversation is assigned a code
- Time stamp shows when the call came in (UTC)
- The conversation is outlined by the naming conventions for each item
- Time is noted in number of seconds for each named convention

System Measures – Queue ID - Navigation

(GSiC)

Each a topic/queue and is identified under question ID.

Queue ID Reporting

- This is a view is available for a requested time period
- Begin shows the total number of conversations started
- Each topic shows how many times this was used, it will always add to more than the beginning because more than one topic can will be included in a conversation
- Dates represent the volume by months as this is selected
- Columns are similar to current IVR navigation reports

How have you ensured an intuitive and concise workflow for users?

- Content and flow** were based on **user experience, workshops, and research**
- Recent research** confirmed the CIVR preference over IVR and the caller's mental model
- The team is now reviewing the findings and recommendations for short and long-term planning, and where further testing is required

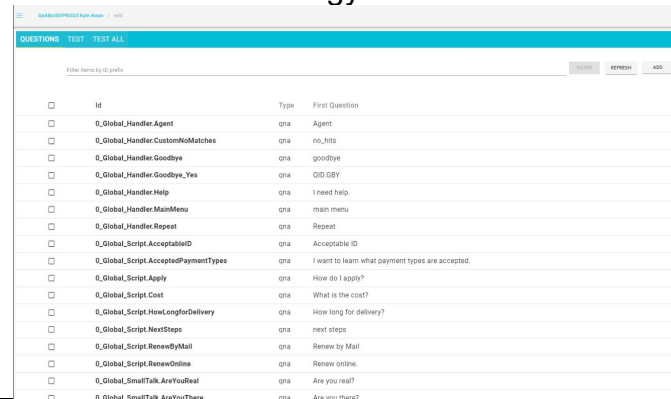
Test the end-to-end service

Question	Response
How have you ensured the MVP is scalable? Tim and Carolyn	• DEEP is has an enterprise offering and it is intentionally a scalable solution to engage the public • The team has worked with vendor to ensure that it is scalable for all our clients
Did you separate content, design and functionality so updates can be made independently of each other?	• Content, design and functionality can be independent streams of business that need to interact and learn together • There is a core team of people working together to build these streams of work • The technology and design is ready with the content approved • There is design along the client journey to enable a content flow in the CIVR • Content is developed to align to all other channels available as it needs to be consistent and intentional • In CIVR the content is held in AWS cloud
What browsers and devices have you tested the MVP with? Please list all browsers, screen readers, mobile devices.	• DEEP has dedicated lab and testing team for this work on all technology they produce – based on the ACOE standard • This is Voice not Web • This is not reliant on testing different phone systems or hardware on behalf of the caller
How are you continuing to test with each new release?	• Dedicated DEEP team tests all new changes and completes regression testing and application functionality • Business testing is ongoing with the following testing Cycle 2 Scenarios 1. A friend has reached out to you for assistance. They have been advised by their physician they will require a parking pass due to an injury. You are calling the IVR to find information on how to get this done. 2. You have lost your driver's licence and need to know what documentation you need to have it replaced at a retail location

3. You are visiting a relative, you need to get to a ServiceOntario location to perform a transaction and would like to know how to find the nearest office.
4. You are an international student and would like to apply for a driver's licence. What documents do you need?
5. You have some fines and would like to pay them, however you're not sure if they are vehicle fines or driver fines. You want to find out the difference.

- **New content testing process with each update involves**

- Content loaded
- Tool includes a testing tool - image
- Runs through the QIDs
- Identify conflicts the team works to address this based on if it is technology or content



QID	Global/Script Type Name	Type	First Question
☐	0_Global_Handler.Agent	qna	Agent
☐	0_Global_Handler.CustomNoMatches	qna	no_hits
☐	0_Global_Handler.Goodbye	qna	goodbye
☐	0_Global_Handler.Goodbye_Yes	qna	QID GBV
☐	0_Global_Handler.Help	qna	I need help.
☐	0_Global_Handler.MainMenu	qna	main menu
☐	0_Global_Handler.Repeat	qna	Repeat
☐	0_Global_Script.AcceptableID	qna	Acceptable ID
☐	0_Global_Script.AcceptablePaymentTypes	qna	I want to learn what payment types are accepted.
☐	0_Global_Script.Apply	qna	How do I apply?
☐	0_Global_Script.Cost	qna	What is the cost?
☐	0_Global_Script.HowLongforDelivery	qna	How long for delivery?
☐	0_Global_Script.NextSteps	qna	next steps
☐	0_Global_Script.RenewByMail	qna	Renew by Mail
☐	0_Global_Script.RenewOnline	qna	Renew online.
☐	0_Global_SmallTalk.AreYouReal	qna	Are you real?
☐	0_Global_SmallTalk.AreYouThere	qna	Are you there?

Does the MVP have the ability to resume a transaction after an error recovery?
Will users have to re-enter any data?

- **This is non-transactional** and information only service
- **In the conversation there is the ongoing ability to ask questions**
- Callers can **request to repeat**
- If the bot cannot understand the question after **3 tries it will be sent to the agent queue**

How do you track aborted transactions or flag potential blockers?	Reporting is explained in other responses
What contingency plans are in place in case of a service outage?	- If CIVR is not working it will be routed to an agent queue. - Another key advantage of AWS over traditional web hosting is the Availability Zones that give you easy access to redundant deployment locations. - Availability Zones are physically distinct locations that are engineered to be insulated from failures in other Availability Zones. - We are using the Canadian availability zone

Make it accessible and inclusive

Question	Response
What the team needs to explore going forward - Include participants with accessibility needs who would be more likely to use the service in direct user research. - DFA team can connect the delivery team with the Canadian National Institute for the Blind (CNIB) to recruit users with accessibility needs for the purpose of user research. Please connect with the UX team to get support. - Explore ways to ensure the CIVR options are easy to use for a diverse set of audience including people with language barriers.	- ODS has recommended testing for people with disabilities in future rounds. - Testing was completed with people with ESL - Inclusion checklist submitted June 2022
Did your user research and/or testing include users with accessibility needs?	- The team reached out to the Ontario Accessibility Centre of Excellence for guidance on accessible practices for conversational IVR. - Some user groups will benefit from the conversational IVR technology such as: - People with visual loss/weakening who don't use or rely on visual or text-based information. - People with mobility or dexterity impairments who find buttons difficult to press. - The team has ensured the CIVR Prototype / MVP system adheres to the same standards as the IVR system. - The recruitment process does not always result in people sharing their accessibility needs – even with direct recruitment

	• ODS has recommended further testing with the accessibility community in future research – they are working on this
What improvements were made based on user testing or testing in general?	• Language was adjusted during content programming and have been adjusted based on testing • Simple language to help all callers understand easily - Moved “Purchase” to “buy” • Shortened content for ease of caller understanding - using the Hemmingway application • Programmed as “Accessibility” and people in testing and research say ‘Handicapped’, “Disabled”, “Wheelchair” • Usability testing indicated issues with type C questions – assist the caller when they are less specific with their question • The team has built mini “Lexbots” to support type C • Type C questions are available
How have you incorporated accessibility best practices into the MVP?	• Yes see ACOE
What other channels or supports are offered to meet accessibility needs?	• People are directed to TTY, or web, social media and in person webpages
Describe the manual and automated testing your team has completed.	• Most testing is manual with an IVR using voice – outlined in testing
Have you engaged with ACOE for help with testing?	We have followed the advice from ACOE: “While the Web Content Accessibility Guidelines (WCAG) do not specifically relate to CIVR, I do think three of the overarching principles (perceivable, operable, understandable) may be something that could guide you in the design phase of the CIVR. I found this great research article that spoke to Accessible Conversational User Interfaces that I would encourage you to read through. The article discusses more than the scope of your project (CIVR), however, I think it

brought up some excellent points that could be applied here. I have summarized a few of the points below but please take a look at the full article for more information.

- **Perceivable:** information must be presented to a user in ways they can perceive.
 - In terms of CIVR:
 - The ordering of the conversation (e.g. questions asked, progression of questions, etc.) should be presented in a way that users can follow easily.
- **Operable:** users must be able to use the interface and it can't require an interaction that the user can't perform.
 - In terms of CIVR:
 - The users voice should be understood by the system with accuracy
 - Enough time should be provided for users to provide their responses – e.g. let the user control the speed and pace of the conversation
 - Limit the number of steps required to complete the transaction
- **Understandable:** users must be able to understand the information provided and how to use the interface.
 - In terms of CIVR:
 - There should be a level of predictability (what question may come next after a response)
 - Users should be able to get help or tips when needed (if they get stuck, etc.)

For the design aspect of the CIVR, you may be able to engage with a UX expert to assist with some of the items above as well.

Additional Considerations

- TTY – As discussed, there must be an alternative available for those who have hearing or speech disabilities. From our conversation, you mentioned that this alternative already exists so that is great.

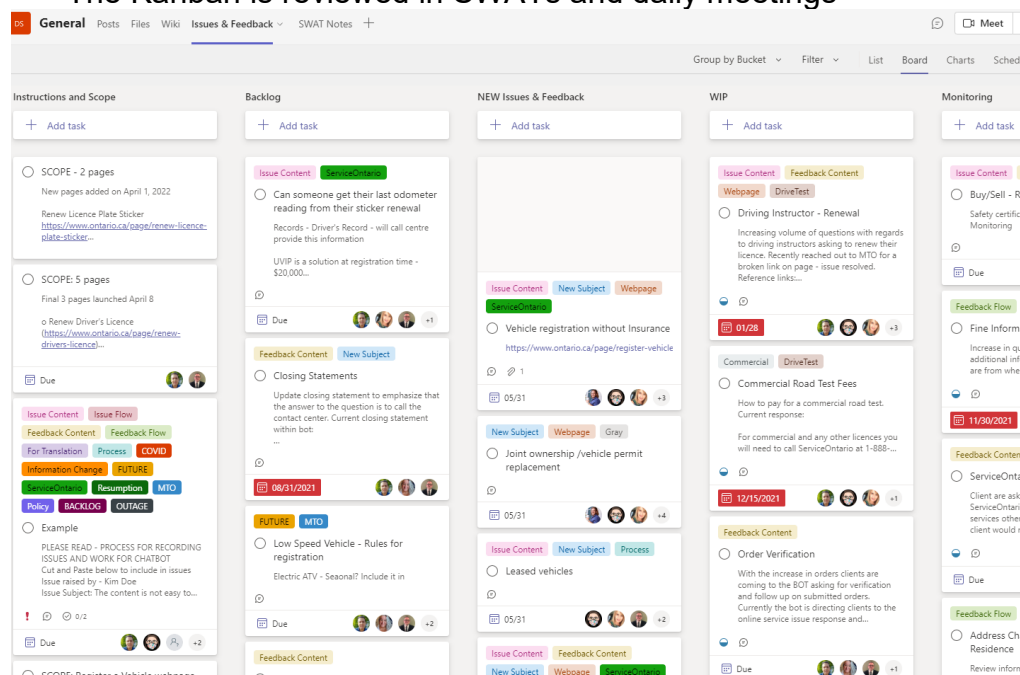
	• How will the CIVR respond to different accents, etc.? Will there be a 'O' out option to speak to someone directly or an ability to go back to the touch tone method? • Have you reached out to the vendor to determine what accessibility features or functions they have already included in the CIVR? • We would recommend completing some user testing on the system once ready. Having a variety of users test the system would provide you with some additional insights into the accessibility (and usability) of the system before it is launched. Hope this is helpful!"
Do you have any known accessibility challenges? How are you addressing these?	• It can be on a personal level that something might not work • If this happens and a client finds a challenge they can speak with an agent or will be directed to one
Have you entered accessibility results in the Ontario Websites Database?	• We can find no reference to this for voice – it appears to be for webpages • If there is direction on this process for voice please advise • OPS Working Toolkit for Web Accessibility Testing – InsideOPS (ontario.ca)

Be agile and user-centred

Question	Response
What the team needs to explore going forward • Plan to incorporate data and user feedback into the project through frequent, iterative testing, and use the insight generated to help develop a user-centric product. This feedback loop will help the team establish and continuously improve the effectiveness of the CIVR (and the features and flows within it) quickly and cost-effectively. • Connect with the OPS agile community (through its regular drop-ins) to discuss ideas and tactics for increasing agile capacity and applying an agile mindset to the project. • Review the Service Design Playbook for guidance on how to complete each phase of service design as well as Being agile in the Ontario Public Service for more ideas on how to work. • As a future roadmap item, the team should explore whether it could also identify health related keywords and reroute users to the health queue of the contact centre. This feature is likely to enhance customer experience as few users calling to the D&V helpline might also be seeking health related support.	• This team is prepared to seek feedback and improve the system • CIVR is a product that learns live and has ongoing learning that will require training/tuning

How do you work in an agile way (scrum, Kanban, hybrid, etc.)?

- For the build of the technology, the team used a **sprints approach** with the vendor
- **For content there is Kanban** – team daily planner is used operationally for issues and trends to watch for.
 - This works well for the distributed SWAT team that supports this information; information is sorted in categories for new, backlog, follow, closed...
 - Each item has tags to identify the theme and responsibility
 - Individuals are assigned and the system emails any updates to the information
- The Kanban is reviewed in SWATs and daily meetings



What agile practices have you adopted for this project? E.g., stand-up, user feedback sessions, retros, demos/show and tells. Tell us how each one is working

- **Weekly Stand-ups** with the core team now
- **Sharing discovery** and findings with the core team and practice/branch
- **Demos/show and tells** – Governance Oversight Committee with MTO and ServiceOntario, executive, branch, division, partners
- **Sprints** used with the technology vendor

for you.	• Communication with Teams, Miro, Sharepoint, and email
Tell us about your plans to launch your public beta in a production environment.	• CIVR technology is complete and tested • Recommendations from User Research are being evaluated for planning short and long term. Some items are already in backlog for this work • Content approved and ServiceOntario taking the lead and DEEP is supporting • The launch is currently planned to be “soft” and for early November 2022 • CIVR will be made available to a TDB% of D&V callers as part of iterative implementation plan based on outcomes
Do you have a prioritized list of features in your backlog? How does the list get prioritized?	• Yes, there a backlog as this is an MVP • They are prioritized by caller value, business value, along with severity, and ability to resolve quickly
How will you seek feedback on your MVP while it's in public beta?	• Demonstrations and show and tells will provide more feedback • There are opportunities to provide feedback with planned surveys • Using the reporting to review for information to improve • Missed utterances are tracked • Trends – Word cloud, answers • ServiceOntario offers feedback by email to CEO@ServiceOntario.ca
Once the product leaves beta: • who will be the product owner/manager?	This is a new pilot and Product Owner/Manager may change • The CIVR is a product of ServiceOntario, Customer Care, Change Management and Implementation

• who from the original team will stay on the product? • who on the team will regularly analyze data and suggest improvements? • what roles are needed to improve and scale the product/service? • how will your team identify and manage more or less uptake than expected?	• Upcoming hiring and transformations with digital, along with ServiceOntario making staffing changes to add content experts, chat specialists Who remains in place? • The SWAT team remains in place to resolve issues and content • DEEP works in partnership with ServiceOntario and provides regular support To regularly analyze data and suggest improvements? • ServiceOntario chat team along with DEEP will use data to direct improvements – meetings, and support from SWAT • Reports can support data changes • ServiceOntario has data teams for tracking and analysis Roles are needed to improve and scale the product/service? • ServiceOntario product manager • Digital Content designers • Technology experts To identify and manage more, or less uptake than expected? • The workforce management team determines the right level of agents to have available and will continue to do • The work will be based on best practices with a soft launch • Advanced reporting will support an efficient review of the chats
Do you have a plan for QA testing and rolling back changes if need be? Tim and Matt	This is answered above • Any new changes or fixes will be tested and include - regression testing, accessibility, content, usability • We are able to rollback to previous versions in the CIVR in multiple environments

How does the team handle decisions for design changes that arise from user feedback? Tim and Carolyn	Content • New intents can be added, along with changes to content as determined by the team. • For example if there a new type of “licence plates” there will be new questions that are asked that are not in the CIVR - a new section of flows will be added System Design Changes • These have been documented and ticketed and are decisioned as to the current scope
How have you documented the build and maintenance processes for Live? Tim and Carolyn	• DEEP is an enterprise program that provides maintenance and support to its clients • When a ticket is lodged for CIVR, it is directed to CCOPs for triage • They will look at the issue and determine if it is with the platform vendor • DEEP can assist with AWS support and reachout to vendor • DEEP has technology specialists and developers on board to resolve any platform issues

Use open standards and common platforms

Question	Response
What common technology platforms did you use? Describe how you used them in detail. Did you choose open-source options that are accessible and have a strong	• AWS is the technology for this iteration – cloud based natural language AI t. This is the essence of the chat conversation • Engagement Platform used to host the call queues, which is integrated with the CIVR • This MVP will be the first of its kind in the Ontario government, and will provide learnings that can be leveraged for future CIVR implementations within the OPS. • No open-source options were used – vendor support

developer community supporting them?	
Did you use any existing government platforms (e.g., Ontario.ca, One-Key)? If not, did you document why not?	- We used the current Engagement Platform for voice technology Voice-activated IVR applications are being hosted on EP today (eg. 511, MOF), and this is the next-generation technology.
Has your team acquired a new domain via Domain.Registration@ontario.ca?	Not Applicable for voice
How have you notified users of any data that will be collected, how it will be used and stored and what data will be available as open data?	All users are anonymous that use the CIVR and there is an upfront message to notify people to not add any personal information. There have been no decisions on what will be open data at this point, this will be managed with ServiceOntario Data teams
How will you integrate with any legacy systems, e.g., will you use APIs? Has your team developed any new APIs? How did you document the API?	We used the current Engagement Platform for voice technology

Embed privacy and security by design

Question	Response
Have you worked with business and information risk teams (for example Corporate Security; Information, Privacy and Archives; and Internal Audit). How	- Corporate Security; Information, Privacy and Archives; Cyber security; and Internal Audit, were all engaged - MPBSD did not require a PIA - Peter Hope-Tindall – Head of Privacy for MPBSD stated that no PIA

will you continue to engage these teams when your product is out of beta?	Direction/Recommendation: No PIA is required at this time. We request that the project explore options to provide a voiced notice of some kind, to inform calls that deidentified recordings of their responses will be used to improve the accuracy of the system. The MGCS Privacy Office concludes that the privacy risks for this proposal appear to be LOW at this time. However, possible additional privacy risks may be identified as part of the MGCS implementation and we direct that the project continue to keep us informed about developments and consult with us on any privacy related content or concerns. • TRA overall risk profile is categorized as low or very low - June 3, 2022 • RMR response sent approved and accepted – September 7, 2022
Describe the measures that your team has put in place to ensure overall security of your product and your users.	• User management protocols that are in place today to protect privacy and security will continue to apply. The solution is permission-based and requires 2 factor authentication. • Call recordings and transcripts are stored in S3 buckets (repository) - these buckets will be managed by administrators.
Describe your process for understanding new or ongoing threats. Share your plan for checking suspicious activity.	• AWS maintains firewalls • TRA outlines this as a very low risk • Admin access is limited to a few key people • Report access is available as read only format
Describe how the data is being transmitted and stored.	• The solution will not store, collect, use, and disclose sensitive personal information and project has followed Privacy recommendations from MGCS Privacy Office relating to minimizing any risk for inadvertently collecting, using, storing personal information

	- The solution will use EP web server hosting environment to host the technology for CIVR - Call recordings and transcripts are stored in S3 buckets (repository) - these buckets will be managed by administrators. Currently, we have not identified storage duration or any purge schedules. - There will be no change in the collection of personal and/or sensitive information in the CIVR, compared to today's touchtone IVR.
Have you completed a TRA? What recommendations have you incorporated into the service? Are there any outstanding recommendations?	TRA was completed
Have you completed pen-testing?	SAS did not recommend this
Do you have a disaster recovery plan? Have you shared it with the cluster?	Disaster recovery has not changed with this upgrade - We do have business continuity plans for ON PREM, including geo redundancy hosted at KDC - If the CIVR is not working callers will be transferred to an agent queue

Support those who need it

Question	Response
What the team needs to explore going forward - Team needs to clearly understand what the users are hoping to achieve or looking for from the portal (what support are they looking for?). This can only be done by directly talking to the end user and conducting qualitative research. Attend user research drop-in sessions to get support with developing your user research plan. - The narrative scripts, once written, are hard to change given the scope; next might be to integrate health card flow etc. The team should consider how the CIVR scripts could be made more user friendly because IVR flow was written with a more sequential flow in mind rather than conversational.	Research was completed by ODS for the CIVR Callers are looking for a quick and correct answer to their question Additional programs and scope will be considered once we have captured the results of this pilot with the MVP product
What additional supports were added to the service to ensure all users were	In a traditional touchtone IVR, the caller is required to 'listen' and press buttons – hear what they need then hang up or transfer to an agent.

supported? E.g., call centre, email, changes to user flow, in-person.	• With a Conversational IVR, they will be asked to speak their intentions or ask their questions. The design should allow for scenarios where the caller may require accommodations to perform these actions. • Based on research, examples of groups who may experience accessibility barriers include: • Individuals with hearing impairment • Individuals with cognitive disabilities • Individuals with speech and language impairments. • These groups have been considered during the design of the solution, and accessibility accommodation will be incorporated in the call flow design. • Mitigation strategies include: • TTY (Teletype) – callers who have their own TTY device can call into ECCS – when the IVR receives TTY calls, they are transferred to another phone number received and managed by the OPS Enterprise TTY service – where an agent can communicate with the caller through text using the OPS TTY software installed on their desktop. • Our DEEP EP standard is to always • provide an out for the callers, therefore saying “Agent” or pressing zero is available in the Conversational IVR design. • never to “trap” the caller in the IVR whether it is a touch-tone, speech or conversational IVR, “Timeouts” can also be used to route callers that don’t say or enter anything. There is always an exit to the contact centre whether purposefully selected (via saying Agent or pressing 0) or unintentionally selected (by timing out in a menu, repeating the menu content multiple times, or erroring out by saying/pressing something that was not expected). • Native capabilities within the solution that address accessibility barriers.
How have you ensured staff who will be affected by this change are aware and	• Planning for staff will be completed with the ServiceOntario team – low impact is expected • Whispers will be the same for the agents

equipped to provide assistance when necessary?	We will ask for any feedback from the agents as well
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Measure performance

Question	Response
What the team needs to explore going forward - Use the Digital Performance Measurement resources to help identify KPIs for the service and overall outcomes. - Team needs to define what success means to users versus the business. What may be a user goal assumed by the business may not in reality be what users are trying to achieve. For example, a user's question may be answered through CIVR but the issue could still remain unresolved. This does not necessarily mean success for the user or even the portal. - Conduct a customer sentiment analysis to understand callers' experience with CIVR. - Team suggested that they would review the metrics on a monthly basis. We encourage the team to also connect metrics with the executive dashboard with the ability to show improvement in the customer experience on a monthly basis.	The KPIs have been baselined and the reports for MVP created - The basic metrics will be reported frequently in the first few weeks and will be a regular part of the training and tuning process - ServiceOntario will be able to build this into their regular reporting - Call listening was found to be effective in understand the call patterns and importance - The ServiceOntario Customer Experience Office also compiles feedback from the public regarding contact centre services, including the telephone systems. This feedback may be filtered by program area (eg. D&V).
What are your KPIs for this service? Share some of the quantitative and qualitative metrics.	There are currently 5 MVP KPIs which includes verbal feedback in a survey.

KPI Measures

(GSiC)

Success is about more than delivering a project on time and on budget- it is about meeting our callers need for service, both to selfserve and to reach an agent.

Measure	Description	Baseline	Target
Customer satisfaction (overall)	Baseline survey - caller is asked if they are willing to participate in a survey - if they agree they are able to confirm their phone number - The system places an outbound call to the caller to conduct the survey CIVR – Relaunch Survey - Callback to callers after the call (80% Standard approvals required) - CIVR survey tool to connect to be developed	72.40%	80%
Speed to need (Time to first topic)	Baseline - time for callers to reach first topic in IVR CIVR - time for callers to reach first topic • compare against baseline to measure improvement(1%)	112 sec	100.8 sec
Speed to need (Time to MMR)	Baseline - time for callers to reach MMR in IVR by pressing 0 CIVR - time for callers to reach MMR • compare against baseline to measure improvement(1%)	42 sec	37.8 sec
% Self serve (% hang ups)	Baseline - measured in IVR (hangup /total callers) • Any "hangup" in a topic will be considered a selfserve CIVR Aspirational it would increase, but success is maintaining(0%)	37%	33.3 %
Request Agent (% top menu)	Baseline - number of callers that press 0 from top menu/total calls CIVR - number of callers that ask to speak to an agent immediately(0%)	10%	9%

11 Conversational IVR

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Ontario

Share baseline data for this service. How will you collect relevant data and report on performance?

- **There is a Baseline above for KPI Measures**
- Projection for volume metrics will no be as relevant with a staggered implementation

Have you embedded Google Analytics or equivalent to capture key usage stats and user funnels/flows?

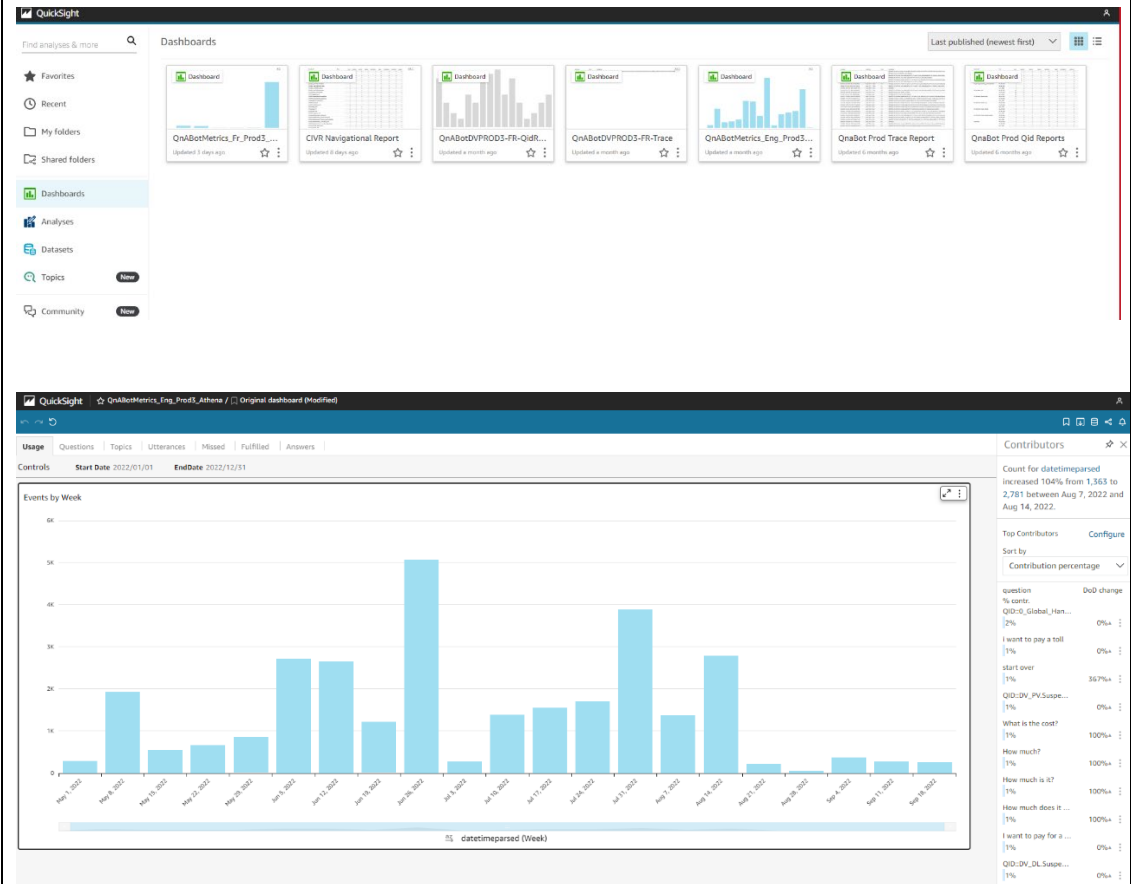
- **The best understanding of usages came from reviewing the 800 calls and the 1400 IVR surveys.**
- **Future knowledge will be from the reporting in the system**
- **ServiceOntario has a Google dashboard** [ServiceOntario Ontario.ca Analytics Dashboard > Top ServiceOntario Pages \(google.com\)](#)
- Authoured by MPBSD Communications provides detail on high use webpages & ServiceOntario uses Google analytics on the Chat team and in Business Intelligence, and DEEP has access as well
- **CMI the ServiceOntario team responsible for content** has Google access for MPBSD and MTO webpages

- **This service is anonymous**
- **The current EP (ice) system allows for** confidential investigations
- **The assumption is people find the phone number online** – with the majority from the “contact us pages” for D&V information
- TBD% will be offered the CIVR with a staggered implementation

How are you measuring the offline service (if there is one), and how do you track people moving from the offline service to the online

one?

- There is a whisper for agents is the same with driver and vehicle and they will get the correct experience with the agent
- We compare the initial listening to the IVR to ongoing as a measure – if there are deviations from the norm we can investigate why
- **QuickSight dashboard example**



Be a good data steward

Question	Response
What the team needs to explore going forward - Team could look into collecting and publishing anonymous data such as - Top things people are asking for - Top phrases or keywords people are using - Top topics being asked by the callers that CIVR is unable to answer	The top things asked were identified - By listening to over 800 calls - Review of the chatbot questions - Reports will identify topics in the future and phrases/words that it is unable to answer
What are the unique data holdings generated by your product? How is data used and managed?	Currently, ServiceOntario wait times and call volumes (contact centres) are published to the Ontario data catalogue: <u>ServiceOntario wait times and call volumes (contact centres) - Datasets - Ontario Data Catalogue</u>. This includes D&V data. Reports - outlined previously - Used for monitoring and improvement Surveys for IVR and Agent - Used to understand satisfaction, barriers and caller expectations - Will not identify the callers or numbers
What data will be published as Open Data?	ServiceOntario has its own data teams RIM and BI Currently, ServiceOntario wait times and call volumes (contact centres) are published to the Ontario data catalogue: <u>ServiceOntario wait times and call volumes (contact centres) - Datasets - Ontario Data Catalogue</u>. This includes D&V data. This data will continue to be published MPBSD data leads are in corporate Executive lead - Shawn.Lawson@ontario.ca Manger lead - Mona.Lee@ontario.ca Staff lead - Sabrina.Mughal@ontario.ca
Has your team identified any other ministry programs that are currently	- We deal with 44 contact centres and they want to understand similar things - We host two other voice recognition services (MOF, 511) - CIVR is new unique

collecting similar data from Ontarians? Please share details.	
How does your product share data in machine readable formats?	• ICE Reporting feeds to ServiceOntario • CIVR reports will be available to Customer Care and Reporting areas